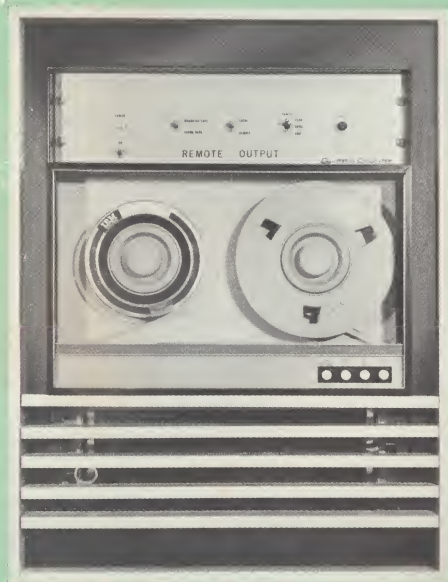


ROCR is a leased system

Because of the leasing arrangement, you have a minimum capital outlay. No need to be concerned about obsolete equipment, because new and improved services offered by your ROCR center become automatically available via the scanner in your office. You pay only for the time you actually use the service plus a small rental for the equipment installed on your premises. Since the entire system is under computer control, all necessary operations are performed efficiently and without costly delays.



Find out more about ROCR and how it can solve your input conversion problems. Our address and phone number are below. Write or call today.

Cognitronics Corporation

ROCR Sales Office

New York • Chicago • Los Angeles

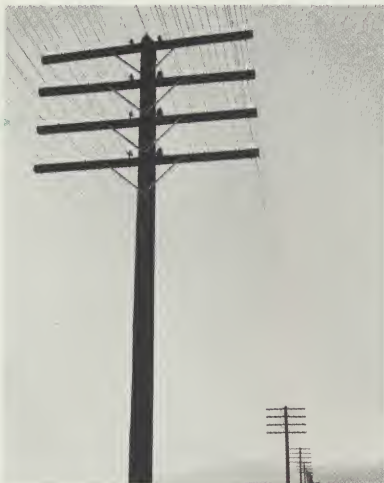
ROCR

AT YOUR
SERVICE



We are happy to announce that ROCR — Cognitronics Remote Optical Character Recognition service — is now available in your vicinity. With a desk-top scanner, ROCR pre-programmed forms and a standard telephone line, you have at your finger-tips everything you need to convert printed or hand-lettered data into magnetic computer tapes — ready for computer input.

Cost is reasonable, because the equipment is leased and you pay for the service only when you use it.



The advantages of ROCR:

- ☐ Eliminates key punching and manual data conversion.
- ☐ Original documents remain in your offices — forms are scanned by the desk-top unit, then are immediately available for other use.
- ☐ 100% throughput — characters not recognized by the computer are flashed on a screen at the ROCR center and an operator manually inserts the correct character so your processing continues.
- ☐ No need to batch data — the entire system is under time-shared computer control and operates in response to your forms.
- ☐ Pre-printed forms — original source documents can be scanned.
- ☐ Pre-coded forms insure correct processing.
- ☐ Drastic reductions in turn-around time.

How ROCR can be used

- | | |
|---------------------------|--------------------------|
| Sales reporting | Branch office data |
| Payroll processing | Inventory control |
| Accounting and finance | Management services |
| Transportation data | Production scheduling |
| Statistical reporting | Research Data Bank entry |
| Credit information | Time reporting |
| Manpower utilization | Brokerage data |
| Premium notice accounting | Subscription fulfillment |
| Monthly mortgage billing | |

